



CITY OF SANTA BARBARA
REGULAR MONTHLY MEETING
SANTA BARBARA ARTS AND CRAFTS SHOW
ADVISORY COMMITTEE

Tuesday, January 10, 2017

Louise Lowry Davis Center
1232 De La Vina Street

Screen New Members: 6:45 – 7:00 p.m.
Meeting: 7:00 – 9:00 p.m.

DRAFT MINUTES

CALL TO ORDER

6:47 PM

ROLL CALL

Committee

Nicole Horstin, Crafts – Present
Marilyn Dannehower, Crafts – Present
Tony Longo, Arts – Unexcused Absence
Aundrea Tavakkoly, Arts, Chair – Present

Lisa Brown, Crafts, Alternate – Unexcused
Absence

Staff

Jason Bryan, Senior Recreation Supervisor –
Present
Dana Simpson, Recreation Specialist – Present
Parks & Recreation Commission Liaison
Andria Martinez Cohen

Member At Large – Open

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None.

PUBLIC COMMENT

None.

CONSENT CALENDAR

1. Approval of Minutes of the December 13, 2016 – For Action (Attachment)

Motioned, seconded and carried unanimously to approve the minutes as submitted with one change. Marilyn Dannehower requested that her statement in item 5 of Old Business, "...then later kick someone out of their own space, if another member had setup in the space," be deleted and replaced with "making a big change on how spaces are claimed."

2. Statistics Report – For Information (Attachment)

Jason Bryan reported that total membership is 170. An error was discovered in the spreadsheet that is used to calculate attendance statistics and resulted in a slightly lower total attendance number reported for the past two months than we actually had. The error has been corrected.

OLD BUSINESS

1. Advertising Report

Jason Bryan reported that the Visit SB and Funk Zone bills are still outstanding.

2. Receive a report from the advertising Ad-Hoc Committee

Marilyn Dannehower reported there has not been an Ad-Hoc Committee meeting for two months. Two members have left the Committee, which means there are only three members. The next push will be to prepare press releases, which is especially important as we draw closer to the end of the bridge construction project. It is essential that information be distributed to as many channels as possible. Ms. Dannehower is asking any member who is interested in writing press releases to join the Committee.

Seven advertisements will run with The Sentinel through July. Ms. Dannehower recommends rerunning the Sweetheart advertising poster in late January to tie in with Valentine's Day.

Jason Bryan suggested that the Committee consider paying for boosted posts on Facebook.

Nicole Horstin would like to know how many people are reached through the Facebook boosts. Jason Bryan will provide reach details and he explained that sharing posts significantly increases the show's reach.

Ms. Horstin would like to have an email sent to all members encouraging them to "click and comment" on Facebook.

3. Bridge Replacement Project Updates – For Discussion

Jason Bryan reported that the project is on schedule. He reviewed that the temporary bridge will remain, and the diagonal pathway will be retained to provide pedestrian access to the sidewalk. Review and approval from the Coastal Commission is next.

4. Develop guidelines for new Saturday space assignment system – For Discussion

Jason Bryan has completed the preliminary test. He learned that SignUpGenius can allow a user to reserve a space that could later be released and another member could reserve that space. Mr. Bryan believed that this vulnerability in the system required a fix and the solution was to add a hidden second day and restrict it in such a way that a user can only sign-up once for the first day. The initial test will be conducted with a closed group of staff, Committee members, and volunteers from the membership. A second test will be opened up to all members to provide greater participation and feedback.

Mr. Bryan explained that there will be two space assignment lists. The first list is open to all members, including handicap members. The second list will only be for handicap members to reserve the handicap spaces. Two spaces have been reserved as handicap spaces due to proximity to parking, curb cuts, and other ADA suggested requirements.

Marilyn Dannehower shared that she has been in larger organizations that use SignUp Genius and has seen it work well. She looks forward to having the Arts and Crafts Show try it.

5. Plan for a 2-month exhibit at the Cabrillo Pavilion Arts Center for May and June 2017 – For Discussion

Jason Bryan reminded that planning for the reception should begin soon. Staff will communicate with members to see who wants to register to display artwork.

Claire Weber volunteered to assist with the planning. She also recommended that press releases be prepared and distributed.

Marilyn Dannehower asked if the Committee would set a budget.

Jason Bryan suggested an ad-hoc group be organized and suggested a ticket system or other way to monitor attendance.

Eric Whitney suggested that members seek food or beverage sponsors. Jason Bryan responded that donations could be obtained as long as there was no benefit given to the sponsor.

Marilyn Dannehower has heard from wineries in the Funk Zone who would like to come to the show and host a winetasting and also would be willing to invite members to come and share arts and crafts on Saturdays at their winetasting rooms.

6. Review nomination form to fill the Committee position to be vacated by Marilyn Dannehower in February 2017 – For Action

Jason Bryan acknowledged and commended Marilyn Dannehower for her seven years of service. Nominations to fill the open Crafts position need to be returned by February 2nd. Ballots will be sent by mail. The election will be held from February 15 to 28. There is also an opening for an Arts alternate, which is not mandatory to fill.

Motioned, seconded and carried unanimously to approve the nomination form.

7. Develop guidelines for transitioning members in Arts section with temporary reassignment after bridge construction – For Discussion

Jason Bryan shared that guidelines have been developed to transition members. After construction, Art members who moved into the Crafts section will return to the Arts section. Those Art members who have accepted a second Art section space will have to choose between their impacted pre-construction space and their second space. Mr. Bryan has received feedback that members may need months to make this choice. Staff believes this would be considered claiming two spaces. Staff would consider offering no more than a few weeks to members to make a decision.

Marilyn Dannehower questioned why a member would not return automatically to his or her impacted space.

Aundrea Tavakkoly suggested that one week be given to avoid a situation of claiming two spaces.

Jason Bryan would like to ask the Committee to consider how to manage the impacted Arts section space 27-30. The widening of the bridge would require this space to shift west. One option would be to move this space to the now unused bike path portion of the new bridge which would make it very long and narrow.

NEW BUSINESS

1. Develop an agreement for show members participating in show-related promotions – For Discussion

Jason Bryan stated that there was a disruptive incident at the Chamber of Commerce After Hours event last month. A Show member arrived late and displayed items that had not been approved for the show. This must be avoided in the future. Mr. Bryan recommended the creation of an agreement that all members participating in a Show-related special event must sign. This agreement will enforce the code of conduct, specific requirements, and potential consequences. All members represent the Show when participating in outside events and participation can bring positive exposure for the Show and the artists. As planning proceeds for the Cabrillo Arts Pavilion Show, Staff and the Committee can develop this agreement.

Marilyn Dannehower would like to see information included in this agreement about the specific items and where items should be dropped off and picked up. Ms. Dannehower supports participating in these events as a way to promote the Show.

2. Consider if members past probation can be given attendance credit for absences on a specified number of Sundays for professional shows or other obligations – For Discussion

Jason Bryan stated he could support some sort of attendance credit if it is not limited to professional shows. He proposed giving every member a “floating” holiday per membership year if certain conditions are met. A request to receive this attendance credit would have to be made in advance.

Mr. Bryan reminded the committee that the Show Procedures and Regulations provide a provision for excusing attendance requirements due to illness if a doctor’s note is provided before the end of a quarter.

Marilyn Dannehower suggested that a “floating” holiday could be earned after a certain number of years of membership.

Aundrea Tavakkoly supported the idea of attendance credit for absences due to attending other professional shows. She knows of one Show member who lost a space assignment because the member had to attend outside shows and did not meet the minimum number of attendance credits. Ms. Tavakkoly would suggest that attendance at a 2 to 3 day outside show should qualify.

Eric Whitney stated that a member is not supporting the Show, if that member is not at the Show. The requirement of six attendance credits to retain one’s space is not onerous. This consideration of a “floating” holiday is ridiculous because it is not a requirement to participate in the Show; there is only a requirement to retain a space assignment.

Ms. Tavakkoly reminded that losing a member costs the city and by being in shows in other areas members bring out of town visitors to the Show.

Nicole Horstin has had many customers she met at other shows come to the Santa Barbara Arts and Crafts Show. Attending outside shows does actively promote the Show.

Ms. Dannehower added that another reason members have to participate in outside shows is to make a living.

Discussion on this topic, including if an attendance credit would be given or if attendance could be waived similar to cases of illness, will continue next month.

STAFF REPORTS

1. General correspondence – For Discussion

- a. Email from Jeff Kennedy regarding Parks and Recreation Commission meeting.
- b. Email from Jeff Kennedy regarding Recreation Commission Programs Cost Report.
- c. Emails from Lyn Gianni and Michael Beickel regarding Christmas Day Show.

2. Citations, Complaints and Incidents – For Discussion

A Code of Conduct complaint has been received against Marilyn Loperfido relating to

the Chamber of Commerce After Hours event. This complaint will be reviewed in detail next month after a full response is received from Ms. Loperfido.

Mr. Kennedy submitted a cross-complaint claiming that David Sugich assaulted him on the morning of July 2. The Department considers the case closed. Mr. Kennedy had months to bring new information to light, but he chose not to attend the Committee's violation hearing or provide any details of these new allegations. Mr. Kennedy did not raise these issues until the Commission hearing that upheld the Committee's warning.

ITEMS FOR February 14, 2017 MEETING

ADJOURNMENT

8:18 PM

Next Regular Meeting: **Louise Lowry Davis Center**
Tuesday February 14, 2017